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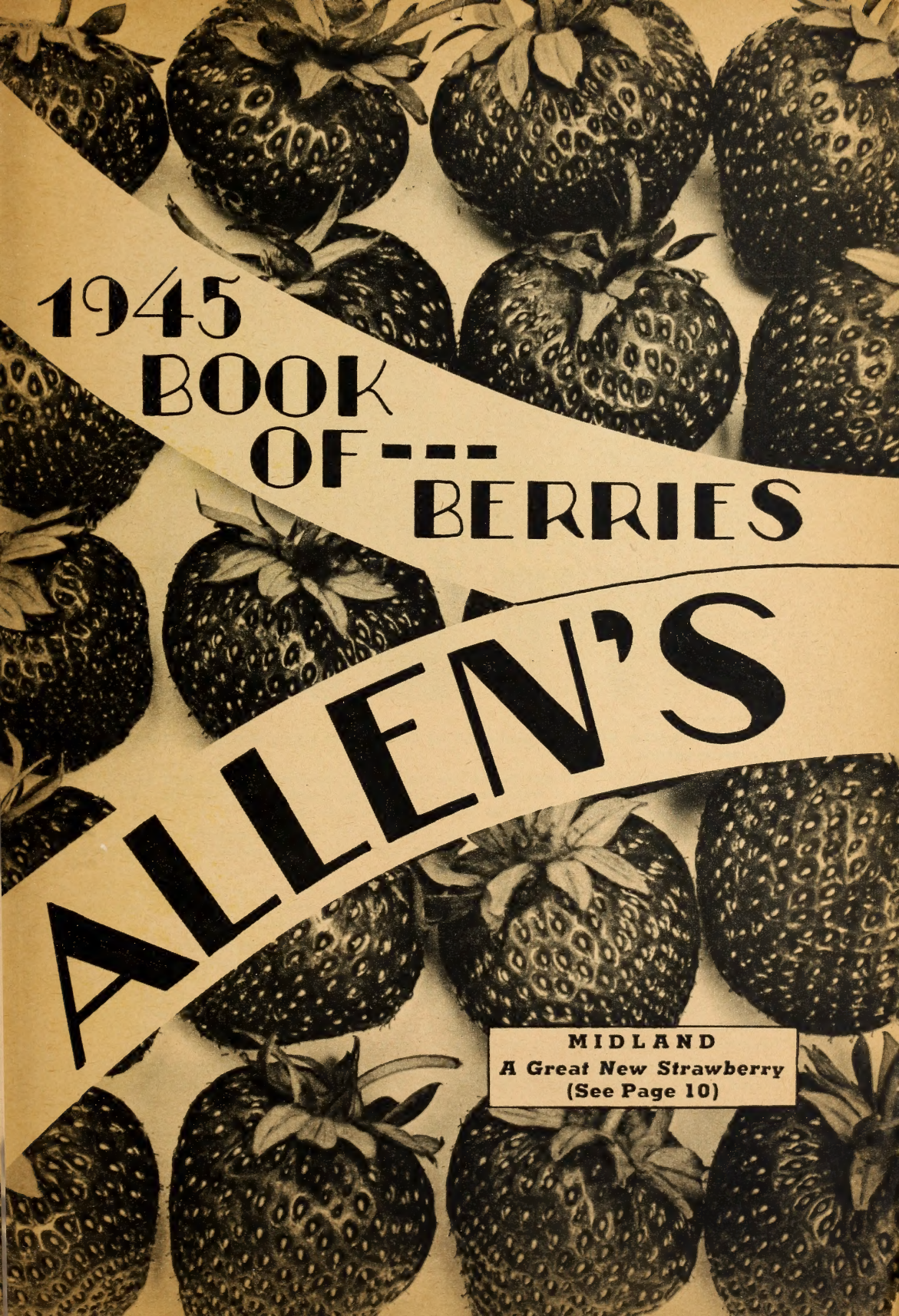

1945
BOOK
OF---
BERRIES
ALLEN'S
MIDLAND
A Great New Strawberry
(See Page 10)

The Plant Situation, 1945

Good well-rooted strawberry plants will be available for setting this spring—but the supply is far below normal.

In the spring of 1944, the acreage planted was reduced by shortage of planting stock as well as shortage of labor. Much of what was set could not be planted until very late. As always, late setting has still further reduced the stand and growth of plants.

Another summer drought, shorter but more severe than the 1943 drought, killed out many whole beds of plants, especially those on fairly high land, and drastically limited production of runners and new plants on the better fields.

Ample fall rains came earlier than last year to help late runners, as well as early runners that survived the drought, to develop fine, strong roots and crowns. We doubt if the quality of our plants was ever better than those we have for you this spring.

To enable us to supply some plants to as many as possible of our friends who want them this spring, it has been necessary to put some limitation on sales. Of the spring varieties, we can furnish five to ten thousand or more only of Blakemore, Maytime or Lupton. Up to two thousand Premier. One thousand or less of Fairfax, Catskill and other good varieties as listed on price page 23. Some excellent varieties like Redstar, Fairpeake, Starbright, Pathfinder, and others we cannot supply at all this season. As a whole, Everbearers are even scarcer than spring varieties. Those we have are limited to one hundred plants of a variety to each customer.

With such a situation, if you will check on your order blank whether we may substitute a suitable variety of equal value, it will be very helpful in shipping your plants or returning your money promptly.

Sixty years ago, we sent out our first catalog—a small circular of just a few pages. Every year since that time we have taken pride in supplying our friends and customers the best strawberry plants we could produce. We appreciate the loyalty and patronage of those who, through all these years, have made possible the steady growth and progresss of our business. We will appreciate your orders this year, notwithstanding all the necessary restrictions and limitations mentioned above. A time will come, when there will be plenty of plants for all, at lower prices, too. We hope that then, as now, when you think of dependable strawberry plants, you will think of, and buy, Allen's Plants.

Strawberries Pay

DORSETT—*Berries like these will pay any year*

If the production of all food crops in this country were as much below normal as strawberries, we would have famine conditions **here, now.** One national farm paper said editorially in its May, 1944 issue, "Strawberry acreage is so far down it may take five years to get it back to normal. If you want berries, grow them." This shortage has been caused by other shortages in planting stock and labor. It has been aggravated by two successive and very damaging summer droughts. Strawberries require a fairly large amount of hand labor, especially at picking time, so that growers have not felt justified in taking a chance on getting them grown and picked. This has been especially true in heavy producing sections from which a large part of the country's total supply comes.

A golden opportunity has thus been created for the small grower who has some good berry land and a dependable, if small, source of help. Prices of berries have more than kept pace with growing costs, even at the high prices now being asked for plants, labor and other essentials. Price ceilings seem to be the only thing to limit the selling price of good strawberries. Even O.P.A. in 1944 was so impressed with the scarcity and the need for stimulating production, that wholesale at the farm ceilings of around thirty-five cents and retail prices of around sixty cents per quart were allowed.

A big demand for all the strawberries produced in the next few years is assured. Everybody likes them and the civilian demands for fresh berries have not been fully met in the last year or two. Preservers and other processors have had very short supplies. More berries are needed for the armed forces and for shipment in cold pack or preserve form to our allies and liberated countries. In the long run strawberries will create their own demand because they are delicious to eat, nutriticus, and healthful. They are being more and more recognized as an important source of Vitamin C. But for the next year or two the big demand is there—piled up and waiting.

Your share of the profits to be made from this assured demand and high prices will depend on how many **you** grow. For those who have a bit of good land available, strawberry growing presents a golden opportunity to make some real money while producing badly needed Food for Victory.

Peoria Co., Ill., Jan. 24, 1944. I cleared $1,600 on ¾ of an acre of Catskill this year, sold at the patch at 50c per box faster than I could get them picked. Mr. Joe Slough

VICTORY GARDENS

"The strawberry with its attractive color, delicious aroma and its delicate flavor is one of our choicest and most popular fruits. It is at the same time a very useful and wholesome food. The berry has a high water content and is rich in lime and iron. Strawberries contain some vitamin B and considerable vitamin C." (Quotation from *Extension Bulletin No. 169 of the Extension Service, Washington State College.)*

Strawberries stand supreme as the fruit crop for the Victory Garden

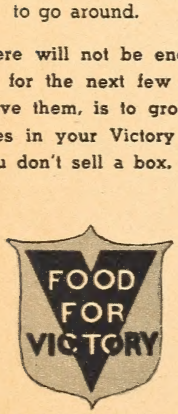
They are easy to grow—any good garden soil is suitable. They come into bearing more quickly than any other fruit crop. They ripen early in the season — coming on before many of the other garden crops are even planted. Best of all, strawberries are universally popular. Every member of the family can enjoy and benefit by the luscious, fresh strawberries from your victory garden.

STRAWBERRY GARDENS provide fresh fruit for the table, the "makings" for strawberry shortcake and other delicious dishes, including preserves, jellies and marmalades. Those who are fortunate enough to own or rent freezing units may have fresh strawberries for Christmas.

STRAWBERRY GARDENS provide also the ideal crop for extra money. No fruit crop is more healthful or interesting to grow, more attractive or easier to sell, more profitable or satisfactory to handle.

STRAWBERRY GARDENS fit in with so many conditions. Small areas often return large profits. A good crop to encourage young people. To employ part time profitably. Where older folks can help out. Think of it! With one crop you can get some exercise, take in some sunshine, make some money, feed your family healthfully, conserve ration points, ease the family budget and help with the war effort. Decide now to start a strawberry garden this spring and order your plants quickly, because this year, as last, there are not enough plants to go around.

There will not be enough strawberries for everybody for the next few years. The only sure way to have them, is to grow your own. A few strawberries in your Victory Garden will pay their way if you don't sell a box.



VICTORY GARDEN EXPERIENCES

Lebanon Co., Pa., Feb. 14, 1944. I bought 300 Fairfax plants from you several years ago, and nobody could persuade me to plant any other kind anymore. They are the perfect berry for the home garden. Thanking you most cordially for remembering me with a catalog each year, and hoping to hear from you, I am

Francis M. Ludwick

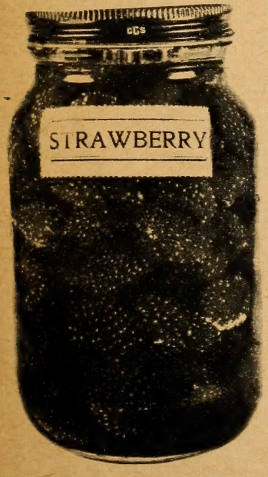
Monroe Co., N. Y., August 14, 1944. I never thought anything could divert interest in growing flowers, but since I started raising strawberries two years ago I find that they can provide just as much interest and pleasure. Friends who formerly praised a lovely flower specimen, now exclaim over the beauty and size of the berries I grew from your healthy plants. I gathered 150 quarts this year from 125 plants and I have another bed of the same size for 1945. I permitted these plants to set four runners each and to date they are nearly the same size of the mother plants.

Mrs. Frank Stein

Marion Co., Ind., April 14, 1944. We received the plants Tuesday. They came in good condition. Thanks a million. Berries are selling for 40c a pint in our city market so we have to try to keep ahead of them one step by raising our own. Last year I sold a lot off of our four rows in the garden. Yours for success and always good plants.

Mrs. H. J. Eickhoff

Norfolk Co., Mass., March 9, 1944. The two varieties I wanted (Fairfax and Catskill) are fine berries, large and flavor excellent. One trouble I could not get enough. Last year I could have sold twice as many; the man I sold them to would send to me twice a day for berries, he'd have ninety quarts sold in less than three hours and this is a small town. Even when they were canning size they still wanted them. **Mr. Harry P. Bennett**



Schuyler Co., N. Y., Jan. 24th, 1944. We have been Allen customers for twelve years, we think, and had our first failure last year, no fault of the plants. We had a beautiful crop from our 1942 planting and it was very profitable. I made arrangements with the local store to sell the crop. The grocer was new to our town and one day I said, "Own up, you never **sold** such nice berries." He answered, "I never **saw** such nice berries." From 600 Premier, Catskill and Fairfax my profit was $129.00.

Ruth L. Caywood

Haywood Co., N. C., Feb. 14, 1944. Last spring, I picked all the berries I could use and sold over seventeen dollars worth. Half of the plants were bearing for their second season. My strawberries afford me a wonderful pastime as well as a profitable one. I'd advise everyone to have a small berry patch. My opinion is that your plants just can't be beat.

Mr. Richard L. Roberts

Lewis Co., W. Va., March 27, 1944. The plants I bought from you have been fine. We have had the most nice berries. Now I want to try some more. You can send these as soon as you can. The quicker I get the plants out the better they will grow.

Marie Shahan

Saint Francois Co., Mo., April 10, 1944. I want to tell you the plants from you are the finest plants I ever bought and I am so pleased with them. I set them out and they are all growing fine and haven't lost a one so far. Don't think I will. I sure am happy over them and will never buy plants from anyone but you from now on for they are the most wonderful plants I ever saw. Thank you so much.

Mrs. Eunice Rieppel

BERRIES THIS YEAR

"When the frost is on the pumpkin and the fodder's in the shock," you can still be picking berries from plants set this spring. Everbearing varieties (see page 16) set in March or April, will start bearing in late July or August this year and continue bearing until freezing weather. Give Everbearers a spot in your Victory Garden!

FOOD FOR VICTORY

Well bedded field of healthy Blakemore plants. The best that you can buy.

ALLEN'S PLANTS PAY

Because . . .

They are **well grown,** with strong crowns and vigorous, well-developed root systems.

They are **healthy,** with both foliage and roots free from insect and disease troubles.

They are **true to name** in the field, kept that way in handling and reach you with every bunch correctly labeled.

They have the **vitality** to grow vigorously and bear heavy crops.

They are **packed** to reach you in good condition—ready to grow and thrive and bear —to take full advantage of all the care and attention you can give them—or to root for themselves if necessary.

They are **backed by sixty years of experience** in growing, handling, and packing good strawberry plants.

Allen's Plants are Dependable. With them you can make the most of your efforts in Victory Garden or commercial field.

Users say:

Baltimore Co., Md., September 19, 1944. I am glad to say that in all the years that I have known of and heard of Allen and Allen's strawberry plants, never have I heard an ill word spoken of their products or their company. Years ago my father bought his first plants from Allen, at the suggestion of one of our neighboring farmers who had been raising strawberries long before we started. Since that time, whenever anyone inquired in our section of the country as to where they could buy strawberry plants, Allen & Sons at Salisbury was the only name they knew for recommendation.
—**Mr. Charles J. Velte, Jr.**

Monroe Co., Ind., March 28, 1944. We will just have to let you know how fine we know your plants to be. We have always had splendid yields of delicious fruit from them.—**Mrs. Ruth R. Wright.**

Summit Co., Ohio, May 2, 1944. Received my plants Saturday P.M. They were in fine shape and am well pleased with them. The postman told me they were the nicest plants he had seen this year.—**Mrs. R. J. Hasbrouck**

Raleigh Co., W. Va., Dec. 27, 1943. I would like to have your berry book for 1944 as I want to order early some of your good berry plants. Had a good yield from the plants set in April, 1942, and am pleased with them.
—**Mr. H. B. McKinney**

St. Louis Co., Mo., Feb. 5, 1944. In 1943 I ordered and received 800 strawberry plants from you. Every plant grew and I have a wonderful stand. Also your plants are true to name. It is only a small patch but when they bear I intend to send you a picture of the patch.—**Mr. John W. Hoffman.**

Fairfield Co., Conn., April 12, 1944. I wish to acknowledge the receipt of the berry plants I ordered. They arrived in perfect condition and are beautiful plants. Your instructions were so clear that I feel sure we have planted them properly and expect great things next year. I also appreciate the extra plants you sent; it was a nice gesture and makes one feel very friendly to the company. Thanks again for your promptness.
—**Grace Gilkison**

Bedford Co., Tenn., March 23, 1944. I have received the strawberry plants in fine condition and very promptly. Also your letter and refund money. Thank you very much for all kindness, as we are old customers of yours and always have had great success.
—**Mrs. W. E. Dixon**

Lehigh Co., Pa., Jan. 29, 1944. I am pleased that I can get 500 Premier plants, since I know what kind of plants to expect from you. I do not believe in shopping around to get the cheapest. They are the most expensive most of the time—you get plants that won't grow.
—**Mr. Raymond J. McNabb**

PREMIER

Frost proof for 28 straight years!
Premier has never missed a crop! !

Premier is a sure cropper because the blooms are so very hardy and because there are enough to make a crop even though frosts or insects should kill half of them.

More records for high yields and big profits have been made with Premier than with any other variety. It is adapted to all the middle and northern states, and on higher altitudes as far south as North Carolina and Tennessee.

In plant growth, Premier is healthy, moderately vigorous and extremely productive. Berries are of good size and appearance, quality and firmness, but they are brighter, firmer and of better quality from Pennsylvania north than they are in the lower middle states.

The weakest point about Premier is a result of its strongest point. The plants set so many perfect berries that later pickings become rather small in dry seasons unless they are irrigated or the crop reduced by frost or insects.

Proof of Premier's popularity is the fact that for years we have sold twice as many Premier plants as any other variety. We cannot do that this year because we haven't got the plants—but what we have are nice.

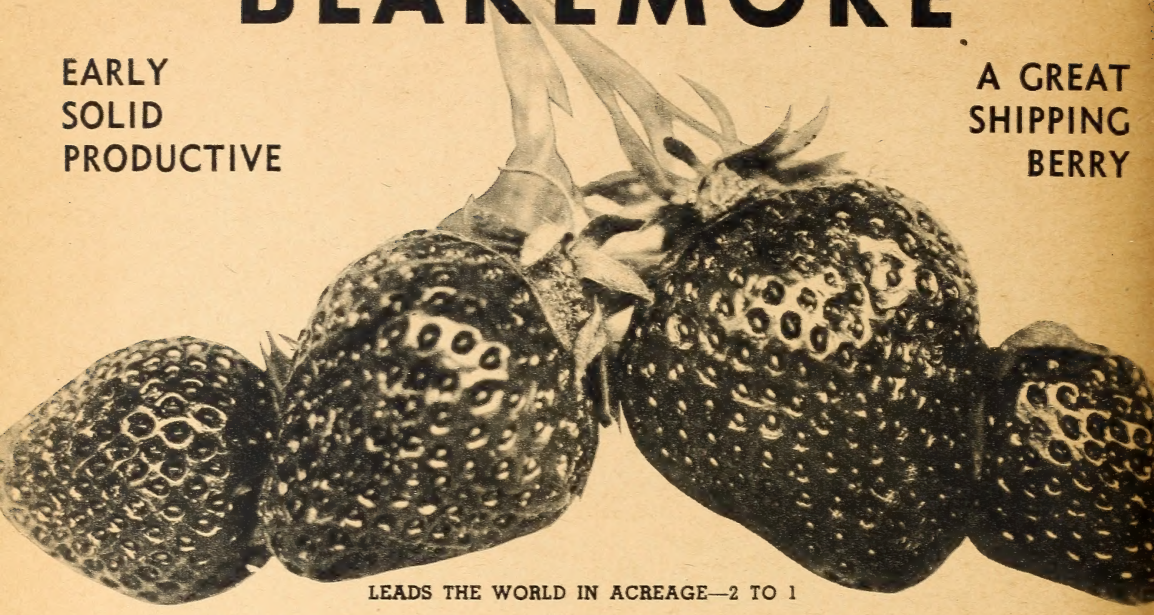
Premier crops are sure, large, profitable

Premier is also known as Howard 17. This is the original name and is still largely used in New England where the variety originated. Whichever name you use, Premier or Howard 17, the variety is *"tru-blue,"* safe, steady, sound and sure. Price list, page 23.

BLAKEMORE

EARLY
SOLID
PRODUCTIVE

A GREAT
SHIPPING
BERRY



LEADS THE WORLD IN ACREAGE—2 TO 1

More than twice as many acres are planted to Blakemore as to any other one kind. In fact with scores of varieties being grown, 25% of all commercial strawberry acreage is Blakemore!

Blakemore is the best early shipping berry the Southern States have ever had. It does well as far north as Maryland, Southern New Jersey and the Ohio Valley. With few exceptions, it is not recommended farther north. The remarkable popularity of Blakemore in these Southern and lower Middle States is based on performance alone. It has revived the industry in many areas. Here are some of the reasons:

Blakemore is a strong, vigorous grower which makes a good fruiting bed under almost any conditions. **Blakemore will stand more abuse and neglect in growing, picking and shipping than any other variety ever known and still make money for the grower.**

Berries are very firm—ideal for long distance shipping.

Berries ripen uniformly all over and have a bright attractive color which they retain even after they get quite ripe.

Blakemore berries are most popular with commercial canners and packers. At times they will take no other variety. The fact that the berries are quite tart as well as firm may partly explain this. As fresh fruit they must have sugar added to be good.

Blakemore berries are medium to large in size when beds are not too thick. Some thinning of plants helps eliminate the small berries which very thick beds and dry weather tend to produce.

Yellow resistant plants—Our stock of Blakemore this year is not large, but it is your best bet for steering clear of the yellowing which is common to most Blakemore. Due to the nature of this yellowing, it is not possible to promise yellows-free plants. **We can say, however, that the field from which our stock plants were set did not show any yellowing at all and the fields from which we will ship your plants this spring have shown no yellows at all.**

FOOD FOR VICTORY

Southern Growers—all Blakemore growers—set Blakemore for productiveness and profit. Protect your profits with Allen's Yellows-resistant Blakemore plants. Price list, page 23.

FAIRFAX

Fairfax leads—wherever quality comes first!
The one must variety for your Victory garden!!
The ideal berry for roadside markets!!!

Fairfax is irresistible when once grown and tasted. This is shown by the fact that Fairfax generates more genuine enthusiasm among berry fanciers than any variety we grow. Also by the fact that every year since it was introduced in 1932 an increasingly large percentage of our plant sales have been Fairfax. Aside from its superb and unsurpassed quality, Fairfax is good enough to be a profitable commercial variety.

FAIRFAX FACTS

Widely adapted in Northern and Middle states—higher altitudes as far south as North Carolina and Tennessee.

Vigorous Growth—as healthy as Premier, making fewer plants but larger, stronger ones.

Hardy—stands frost and cold well—surpassed only by Premier and Catskill.

Ripens early in Maryland, becoming midseason in New York and New England.

Productive—Not as productive as Premier and Catskill but yields of 5000-8000 quarts per acre are not unusual.

Berries are beauties—resembling Chesapeake when first picked—becoming dark when held several days.

Firm—as solid as any except Blakemore. Excellent shippers.

Large—First berries often very large.

Profitable—a real moneymaker—Fancy Fairfax berries top any market—retail or wholesale. Price list, page 23.

FAIRFAX LETTERS

Porter Co., Ind., Sept. 2, 1944. Our Fairfax were grand, many were 5½ inches around!
Mr. O. G. Larson

Greene Co., Ohio, April 7, 1944. The Fairfax berry has no equal.
Carleton O. Schaub

Delaware Co., Pa., Sept. 12, 1944. Fairfax is a wonder.
Mr. John Pollock

FOOD FOR VICTORY

Fairfax Berries

The best that money can buy

DORSETT

AT ITS BEST THERE IS NO BETTER

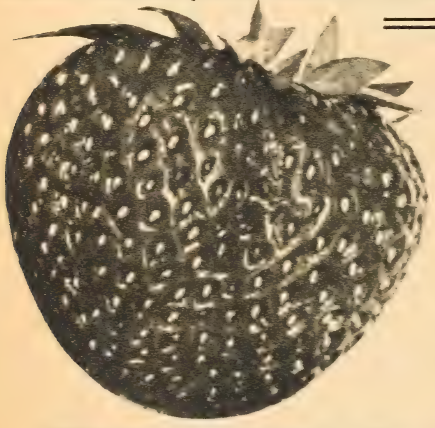
A nice cluster of Dorse Berries

Dorsett is usually at its best in the latitude of Virginia, Maryland and New Jersey. Even farther north on the New England coast and in the Hudson River Valley, as well as in states as far west as Missouri, some growers rate Dorsett as one of the best.

Where it grows well there is plenty of reason to put it at the top. The plants are more vigorous and just as productive as Premier. The berries run larger in size, are brighter and more attractive in appearance and will outsell Premier on most markets. Dorsett berries are extra fine in quality, better than any except Fairfax and Starbright, and about equal to them as a dessert berry. Dorsett is excellent for home garden and local market and is firm enough to ship if picking is kept up reasonably well.

In spite of being good in so many ways, Dorsett will never be universally popular because of two weak points. It is not as hardy as Premier, Catskill or Fairfax. When planted far north or on cold frosty sites it is more susceptible to injury from winter cold and from late spring frosts than most other good varieties. Also, Dorsett is a fairly weak pollenizer. It is so vigorous that it often sets far too many plants which not only cuts down the size and yield of fruit by excessive competition for water and plant food, but also by making damp, shaded conditions where proper pollenation is difficult.

Fairly well thinned beds enable Dorsett to set the tremendously heavy crops of which it is capable. Growers who can produce Dorsett at its best are really "sitting pretty." Price list, page 23.



MIDLAND

A new early variety released last year for introduction by the U. S. Department of Agriculture. Midland (U.S.D.A. No. 1812—Premier X Redheart) is recommended for trial for the general market from Virginia to Southern New England, and westward to Arkansas and Iowa—the northern part of the Blakemore territory and the southern part of the Premier region.

Midland is a vigorous grower, making plenty of plants and large strong ones. The plants are quite productive and ripen early—about with Premier. The berries are of excellent quality—better than Premier but not as good as Dorsett and Fairfax, being somewhat more tart. Slightly raised bright red and yellow seeds, with shiny skin make the berries very attractive. The ripe berries are bright red—later turning dark but not as dark as Fairfax.

Midland is good enough and pretty enough for a home garden berry but it should make a dandy shipping berry because berries are so very firm and average so large in size. It has been widely tested since 1931 and certainly merits a trial. In the Government Trial Gardens at Beltsville, Maryland, in 1944, Midland was considered by some observers to be the outstanding variety, old or new, in productiveness, size, and all around excellence. All the berries on the front cover page are Midland. Price list, page 23.

Maytime—
the earliest of all

MAYTIME

THE EARLIEST OF ALL

Even when spring frost nips the first rash early blooms, Maytime starts ripening with Blakemore, Premier and other early kinds. Normally it is several days ahead of them.

Maytime is a new variety released in 1941 by the U. S. Department of Agriculture. The Department circular states: "The Maytime is being introduced as the earliest variety of high quality in Maryland. It is recommended for trial from Virginia to Southern New Jersey and westward to Oklahoma and Kansas. Compared with Blakemore, under normal conditions it has been some four days earlier, much sweeter in flavor, deeper red in color and about as firm. It has produced well in matted rows. It has been earlier, firmer and more highly flavored than Premier in Eastern Maryland."

In 1942 Maytime was the most profitable variety per acre that we had. This was largely because the 1942 season was quite dry and we had our Maytime on a low springy piece of land. Under these conditions the plants were productive and the berries held to a good medium size. They were bright, firm, very, very attractive and sold well throughout the season.

Maytime makes plants freely and produces well under moist conditions. **It is one of the few varieties we can offer in quantity this year.**

Mr. H. Wilbur Heller, a berry grower of Lancaster Co., Pa., has found Maytime profitable. He wrote us May 31, 1944, as follows: "The berries we picked last year were Premier and Maytime. We think Maytime is a very good berry, it has beauty and quality. This is the third year we have fruited Maytime and it has always done better for us the 2nd year. The retail ceiling price here is 56c per qt. We wholesaled some at ten dollars per crate (24 qts.). Saturday the 27th we decided to retail some ourselves at the Lancaster market and they just grabbed them out of the crate at 55c per box." Price list of Maytime plants, page 23.

Fairmore Fairmore (Blakemore and Fairfax), is a high quality Southern shipping berry. Berries ripen about with Blakemore, are as firm and equally good shippers. In hot, dry periods, Fairmore turns dark after a time. Under such conditions, it should be kept picked closely if shipped. Good as a home garden berry in the south, Fairmore seems likely to take its place as the leading commercial berry in some sections. Fairmore makes almost as many plants as Blakemore and larger, stronger ones. In Department of Chemistry tests at Raleigh, N. C. in 1939, Fairmore had the highest Vitamin C content of seven leading varieties tested. Price list, page 23.

Klonmore Klonmore is strictly a berry for a *part* of the south—the lower part of the gulf states, Florida, and the eastern coast area of Georgia. A cross of Klondkye and Blakemore, light in color, uniform in shape, attractive in appearance, and firm enough to ship anywhere. In the regions indicated, Klonmore is much better in quality and more productive than Blakemore, Klondyke or Missionary. Price list, page 23.

Senator Dunlap (Doctor Burrell)—An old variety still widely grown in the North Central States. It makes vigorous plant growth and is very hardy in Northern regions. The berries are medium in size, good in quality and have a bright, rich red clear through. It is a favorite for canning. Price list, page 23.

On account of dry weather and late planting due to labor shortage, we cannot offer the following early varieties this year: MISSIONARY, NORTHSTAR, KLONDKYE, and DAYBREAK.

CA

BE

A lot of nice things have been said about Catskill in the twe first introduced. No variety ever more richly deserved them. commanding place by its own superb performances—actual yield its growers. For years we have sold at least three times as m all other midseason varieties combined.

Catskill is a native of New York. It is adapted to all Northe

WHY CATSKILL LEADS---

Berries are large. Catskill will produce more big berries tha ever grown. This is in addition to the many medium sized berri finishes up its long bearing season. The new Midland may ma berries.

Berries are firm. They are firm enough for local and nea as Dorsett but not as firm as Blakemore for shipping. As grown firm enough to stand any shipment strawberries are normally c

Berries are good. As good as Premier in quality but no Dorsett and Starbright.

Berries are attractive. First berries are sometimes ridged bu smooth. An attractive light red color which darkens very slo Catskill look well and sell well.

Plants are vigorous. They make a vigorous growth with p for a good fruiting bed. A little leaf spot appears as grown in South, but not enough to affect the yield.

Plants are productive. The heaviest crops of any variety tha here have been Catskill. In New York and other northern stat quarts per acre have been reported several times.

Plants are sure croppers. Catskill has been almost as ha a cropper as Premier for the last 12 straight years.

Catskill is profitable. The safe and sure midseason-to-late Gardens and commercial plantings. Price list, page 23.

CATSKILL COMMENTS

Pueblo Co., Colo., Sept. 2, 1944. The Catskill and Premier plants out fine. I never had a finer bed. They were loaded with fir M

Cook Co., Ill., June 26, 1944. I have just finished harvesting the which you sold me in the spring of 1943. I must say I hav like them in my life and want to compliment you on the splendi might be interested to know that Premier and Catskill were my Mr.

Rock Co., Wisc., March 21, 1944. Enclosed please find order We ordered 800 plants, 200 each of four varieties three years ag Catskill as the best berries for this climate and soil. Picked ove in 1942 of the biggest berries we have ever raised, and they we last picking. Picked 600 quarts this last year but if we had mor been just as good as the first year. M

Strafford Co., N. H., Jan 21, 1944. Please enter my order for 1 500 Catskill strawberry plants for April 15th delivery. I am orde as I understand that there is a shortage of plants, and I want th year. I have bought your plants for several years now, and have with them. On January 1st I received an order for several cra one of my regular customers, to freeze, as she had some of my l a shortcake for New Year's dinner. She states they were just a were picked. M

Waldo Co., Maine, Sept. 25, 1944. I would like to order 200 Ca delivery to come to me by parcel post. These and the Premier more than satisfactory.

S K I L L

OF THE MIDSEASON BERRIES

States. It does well as far south as Virginia, Tennessee and Missouri and in higher altitudes even farther south.

Catskill is the perfect running mate for Premier, coming in with a flood of big luscious berries as Premier begins to taper off both in size and yield. Catskill normally carries on for a long season and if moisture conditions are favorable will continue bearing until most good late berries, except Redstar, are about through.

BIG JOE

Big Joe, also known as Joe and Joe Johnson, makes a strong vigorous plant growth. The individual plants are quite large and usually do not need spacing. They are moderately productive and under favorable conditions may be very productive. The blossoms are rather susceptible to frost injury, so that plants should be set on sites where frost damage is unlikely.

The berries are large and of very fine quality. A brilliant red flesh color, prominent red to yellow seeds and a big green cap combine to make a very showy and attractive berry. Big Joe is popular when grown for home use or local market. The fruit is fairly firm and in this shipping section of Eastern Maryland they have for years sold well on local auction markets, outselling Catskill much of the time.

Big Joe is an excellent midseason berry and still preferred to Catskill by dozens of good growers all through the middle and northern states as being a more profitable berry.

Mr. Lester C. Hess of York Co., Pennsylvania, writes: "The Big Joe is a wonderful berry for maturing nicely in this part of the country. The plants are of enormous size now (Oct. 25, 1944) and the rows are full of well-rooted runners." Price list, page 23.

Temple A new midseason variety (Aberdeen X Fairfax) just released for introduction by the University of Maryland and the U. S. Department of Agriculture. In some important berry growing sections, redstele is becoming a sharply limiting factor in berry production. Temple is the first of a new series of varieties bred especially for resistance or immunity to redstele. It is a very vigorous grower, quite productive, firmer than Catskill and of excellent quality. Berries run medium to large and hold their size well throughout the season. Worthy of trial anywhere. The best yet available for redstele infested soils. Price list, page 23.

Sparkle A promising new variety from New Jersey. Plant growth is vigorous, dark green and healthy, with ample numbers of large, strong plants under normal conditions. Plants quite productive. Berries, as the name indicates, have a smooth, shiny surface. Excellent quality. Medium to large in size. Firm enough to ship. Not at its best in Maryland, but Sparkle has received much favorable comment in New Jersey and other northern states. Price list, page 23.

On account of dry weather, and late planting due to labor shortage, we cannot offer the following midseason varieties this year. Aberdeen. Pathfinder. Dresden. Culver. Eleanor Roosevelt.

CATSKILL

BEST OF THE MIDSEASON BERRIES

A lot of nice things have been said about Catskill in the twelve years since it was first introduced. No variety ever more richly deserved them. Catskill has won its commanding place by its own superb performances—actual yields and profits made for its growers. For years we have sold at least three times as many Catskill plants as all other midseason varieties combined.

Catskill is a native of New York. It is adapted to all Northern, Central and Middle States. It does well as far south as Virginia, Tennessee and Missouri and in higher altitudes even farther south.

Catskill is the perfect running mate for Premier, coming in with a flood of big luscious berries as Premier begins to taper off both in size and yield. Catskill normally carries on for a long season and if moisture conditions are favorable will continue bearing until most good late berries, except Redstar, are about through.

WHY CATSKILL LEADS---

Berries are large. Catskill will produce more big berries than any variety we have ever grown. This is in addition to the many medium sized berries with which Catskill finishes up its long bearing season. The new Midland may match Catskill in size of berries.

Berries are firm. They are firm enough for local and nearby markets. As firm as Dorsett but not as firm as Blakemore for shipping. As grown in the north they are firm enough to stand any shipment strawberries are normally given.

Berries are good. As good as Premier in quality but not as good as Fairfax, Dorsett and Starbright.

Berries are attractive. First berries are sometimes ridged but later ones are fairly smooth. An attractive light red color which darkens very slowly on holding makes Catskill look well and sell well.

Plants are vigorous. They make a vigorous growth with plenty of strong plants for a good fruiting bed. A little leaf spot appears as grown in Maryland and farther South, but not enough to affect the yield.

Plants are productive. The heaviest crops of any variety that we have ever known here have been Catskill. In New York and other northern states yields up to 15,000 quarts per acre have been reported several times.

Plants are sure croppers. Catskill has been almost as hardy and as consistent a cropper as Premier for the last 12 straight years.

Catskill is profitable. The safe and sure midseason-to-late berry for both Victory Gardens and commercial plantings. Price list, page 23.

CATSKILL COMMENTS

Pueblo Co., Colo., Sept. 2, 1944. The Catskill and Premier plants you shipped us turned out fine. I never had a finer bed. They were loaded with fine berries.

Mr. Irvin I. Lowery

Cook Co., Ill., June 26, 1944. I have just finished harvesting the berries from the plants which you sold me in the spring of 1943. I must say I have never seen anything like them in my life and want to compliment you on the splendid stock you sell. You might be interested to know that Premier and Catskill were my best crop.

Mr. Paul C. Raymond

Rock Co., Wisc., March 21, 1944. Enclosed please find order for 400 Catskill plants. We ordered 800 plants, 200 each of four varieties three years ago, and have chosen the Catskill as the best berries for this climate and soil. Picked over 800 quarts of berries in 1942 of the biggest berries we have ever raised, and they were large right up to the last picking. Picked 600 quarts this last year but if we had more rain they would have been just as good as the first year.

Mr. Edward H. Tess

Strafford Co., N. H., Jan 21, 1944. Please enter my order for 100 of your Premier and 500 Catskill strawberry plants for April 15th delivery. I am ordering these plants early, as I understand that there is a shortage of plants, and I want these plants for sure this year. I have bought your plants for several years now, and have had wonderful success with them. On January 1st I received an order for several crates of my Catskill from one of my regular customers, to freeze, as she had some of my last summer's berries on a shortcake for New Year's dinner. She states they were just as nice as the day they were picked.

Mrs. E. R. J. Follett

Waldo Co., Maine, Sept. 25, 1944. I would like to order 200 Catskill plants for May 1st delivery to come to me by parcel post. These and the Premier purchased in 1941 were more than satisfactory.

Mr. E. H. Roberts

BIG JOE

Big Joe, also known as Joe and Joe Johnson, makes a strong vigorous plant growth. The individual plants are quite large and usually do not need spacing. They are moderately productive and under favorable conditions may be very productive. The blossoms are rather susceptible to frost injury, so that plants should be set on sites where frost damage is unlikely.

The berries are large and of very fine quality. A brilliant red flesh color, prominent red to yellow seeds and a big green cap combine to make a very showy and attractive berry Big Joe is popular when grown for home use or local market. The fruit is fairly firm and in this shipping section of Eastern Maryland they have for years sold well on local auction markets, outselling Catskill much of the time.

Big Joe is an excellent midseason berry and still preferred to Catskill by dozens of good growers all through the middle and northern states as being a more profitable berry.

Mr. Lester C. Hess of York Co., Pennsylvania, writes: "The Big Joe is a wonderful berry for maturing nicely in this part of the country. The plants are of enormous size now (Oct. 25, 1944) and the rows are full of well-rooted runners." Price list, page 23.

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CHESAPEAKE

THE ARISTOCRAT OF STRAWBERRIES

Chesapeake has always had a host of friends who consider it about the last word in fancy strawberries, in beauty, size, rich color, firmness, attractiveness, in all of those qualities which make a strawberry ship well and sell well. But it has generally been admitted that Chesapeake is a shy plant maker and not too productive, perhaps because the plants were not there to produce.

Anyway, this is all changed now. The strain of Chesapeake plants we have had for the last six years has made plenty of plants. Even in this very dry year our beds of Chesapeake are just as good as our Catskill, Fairfax, Dorsett and other free-growing kinds. Yields have been better too, because an ample fruiting row has been made.

Chesapeake is nearly frost proof because it blooms so late in the season. However, it is susceptible to winter injury in very cold climates and should be well mulched some time before hard freezing occurs.

Under normal conditions all Chesapeake berries, even the very last ones, reach a good marketable size. The brilliant red flesh color, the prominent golden yellow seeds and the fresh green caps, make Chesapeake one of the most attractive of all strawberries. The quality is excellent, differing from Fairfax but considered by many close to it in taste and flavor. As a shipping berry Chesapeake stands out.

It's no wonder Chesapeake berries have for years sold at a higher price than any other late berries. They are worth more, these Aristocrats of the strawberry world! Price list, page 23.

Robinson We have not fruited this variety, so are quoting the Michigan growers from whom we got our planting stock. "The best medium to late—10 days to 2 weeks later than Premier. Robinson is the largest berry we have ever seen—30 berries will fill a quart. Color is cardinal red; berries have a firm tough skin and are honey sweet in flavor. Excellent plant maker."

With us the plant growth is very good. Plenty of strong healthy plants are made for excellent fruiting now. Price list, page 23.

On account of summer drought and late setting due to labor shortage, we do not have the following late and very late varieties this year. Starbright, Fairpeake, Redstar.

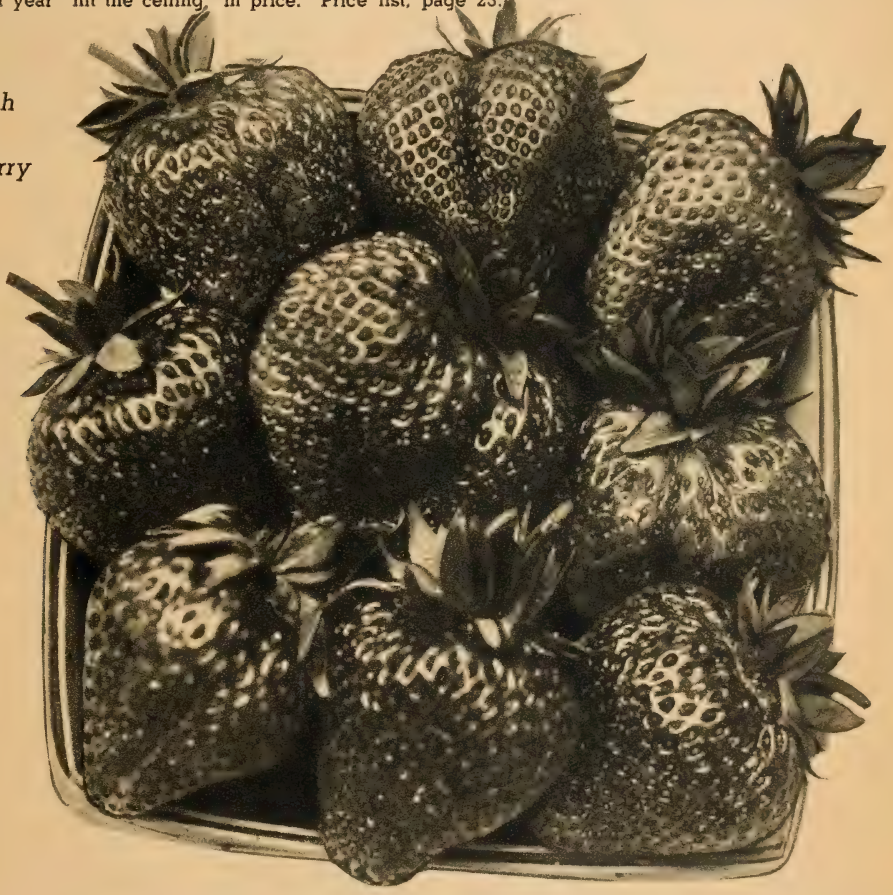
Massey The new high quality late berry for the South. For several seasons it has brought top prices in North Carolina. In size and quality Massey is outstanding. Not normally a heavy producer, Massey will produce a very large crop on good well-fertilized land. One Maryland grower who has fruited lots of Massey considers it one of the best late berries here. Berries run very large and beautiful as well as of highest quality. Fine for the home garden—firm enough to ship. Price list, page 23.

LUPTON

For the second straight year, Lupton is one of the few varieties we can offer in sizeable commercial quantities—5 to 10 thousand plants.

Lupton does little to raise the average quality of the strawberry crop. But in productiveness, size, beauty and shipping quality of the berries, and in selling price and profits realized, Lupton is holding its own as a commercial berry even in these days of "Improved Varieties." Particularly is this true in the last few years when drought, late setting, labor and plant shortages have reduced the acreage of all varieties. Lupton is well adapted from Virginia to Pennsylvania and similar latitudes—the middle area of strawberry production. We recommend Lupton for setting in this area for all or a part of your planting of late berries if you can't get all you want of other varieties you really prefer. Lupton is likely to give you a delightful surprise—when the returns are all in. The illustration herewith gives a fair picture of what Lupton looks like. Every crate of Lupton we had last year "hit the ceiling" in price. Price list, page 23.

Lupton has proved its worth as a profitable commercial berry



FOOD FOR VICTORY

Aroma For many years Aroma has been the leading late shipping berry in Arkansas, Missouri, Tennessee, Kentucky and other southern and central states. The plants, though small, are very vigorous and healthy and make plenty of runners for a good fruiting row. They are very productive in regions adapted to Aroma. The berries are beauties. They have a shiny bright red color which darkens very little on holding or shipping. And they have the finest, greenest caps of any variety to enhance their natural beauty. On top of that, they are firm enough to ship long distances and go into market in almost perfect condition. Price list, page 23.

Ambrosia A highly recommended late variety. A vigorous, healthy plant maker. Very hardy and frost resistant. Strong pollenizer. Plants are quite productive of bright, sparkling red berries of good quality. Large average size in seasons not too dry. Price list, page 23.

Gandy A fancy late shipping berry, large, solid, handsome, moderately productive. Needs liberal fertilization. Berries often sell with Chesapeake. Makes plants freely but needs springy land for big crops. Price list, page 23.

MASTODON

Mastodon is the most popular and widely grown Everbearer. It does well in all the northern and middle states, also as far south as North Carolina and Tennessee on sites of 100 feet or more elevation.

Mastodon makes a very vigorous healthy plant growth, with strong robust individual plants. This may partly explain its ability to come through under tough conditions. Other varieties may be better or poorer under varying conditions, but Mastodon almost never lets you down entirely.

Mr. H. G. McCoy of Chester Co., Pennsylvania on January 27, 1944 wrote, "I like the Mastodon so well, from the way they behaved through the dry weather last summer, that I'd like to have more."

It bears from late summer until freezing weather. The heavy foliage often protects the berries so that they continue until long after the first frosts have come.

Mastodon is a fine midseason berry for the spring season, entirely apart from its summer and fall crop. This makes Mastodon a safe variety to plant.

The berries from either crop are large, bright red, of good quality and firm enough for local or nearby markets. Price list, page 23.

GEM

While Mastodon is more generally grown, many growers even in northern states agree with us that Gem is a better everbearer. Here in Maryland it produces more late summer and fall berries.

Gem berries are at least equal to Mastodon in size, quality and flavor. They are firmer, brighter, more uniform in size and shape, more attractive in appearance and sell better on the market than the Mastodon.

Although Gem is much better here for the late summer and fall crop, it is nowhere near as good for the spring crop as Mastodon. This may account largely for the greater general popularity of Mastodon.

Gem plants are usually not as large and strong as Mastodon, but the thin beds this year have let even Gem plants get big enough. Set Gem plants early. Once started they make lots of new plants and berries in abundance.

July 12, 1944, Hillsboro Co., N. H. The Gem plants you sent me this spring are doing fine. I took off all the flowers up to July 1st and now I have some Gem plants that are a foot across and have four crowns and eight runners leading from the Mother plant. Today I counted nine flower stems on one plant. I have a lot of Gem runner plants that are flowering and ready to fruit.

Mr. Ernest Gardner

ORDER EARLY Due to the very short supply of Everbearing plants it has been necessary to limit each customer to 100 plants of a variety. Order early as some varieties will surely be sold out before planting season is over.

Green Mountain

This is a fine Everbearing variety and an equally fine very late regular season kind. It likes heavy soils and cool climates. Plant growth is very vigorous—just as good as Mastodon or Gemzata. Berries are sweet, rather dry, beautiful yellow seeds, tough glossy skin, very attractive, good shippers. Sell well.

Good reports from Green Mountain as a *fall variety* come from most all northern states—from high altitudes as far south as western North Carolina. Here's one from Connecticut on Green Mountain as a spring berry.

Middlesex Co., Conn., April 12, 1944. Having picked and raised strawberries for fifty years or more, I find Green Mountain has more good points than any berry I ever raised. It has size that holds throughout the season, good quality and can be left longer on vine without going bad than any berry I ever raised. It will produce about 15,000 quarts to an acre on plants too thick for other berries to carry out.

Mr. Earl C. Robert

District of Columbia, June 7, 1944. In the spring of '43 I bought 100 everbearing strawberry plants from you. The results have been wonderful.

Mr. Howard Denby

Gemzata

Many excellent reports are coming in about Gemzata both as a fall bearer and for the spring crop. From what we have seen of Gemzata in several years' observation it is better than Gem in some ways. It is much more vigorous and somewhat more productive of larger berries. It equals Gem in quality, but the berries are not quite as uniform in shape or as smooth, bright and attractive in appearance. However, it is close to Gem on all those points and from reports we have, far ahead as a spring bearer. Price list, page 23.

Minnesota 1166

We have been hearing about this outstanding new Everbearer for several years, but grew it for the first time in 1944. Set under identical conditions in a very tough, dry year, it made lots more plants and berries than any other Everbearer we have—even more than Gemzata, which was second in fruit production. Minnesota 1166 makes very healthy, medium size plants. Berries are fairly uniform in shape, bright and attractive in appearance, but only fair in quality. It seems well worth trying along with or in place of other leading everbearing varieties. Price list, page 23.

Berks Co., Pa., March 25, 1944. We sent to you people for strawberry plants and did they grow! We had strawberries till Christmas. They were the everbearing. Boy, were they big! I will send for some more later.

Mrs. Frank L. Neidig

GROWING EVERBEARERS

WHY?

① Everbearing strawberries make a delightful and useful crop for the home garden. They have become very popular in recent years.

② You don't have to wait very long. No other fruit crop can touch Everbearing strawberries for quick returns. Plants are set in March or April. Berries are ripening from August to November of the same year.

③ Strawberries provide one of the best of all sources of Vitamin C (which cannot be stored in the body). Everbearing varieties make possible a continuing and pleasing source of this vitamin all through late summer and fall.

④ Although they have been grown for many years, they still have a novelty appeal. Lots of people still get a real kick out of having nice fresh strawberries from their own vines, so far out of the regular season.

⑤ They have a good record as a money crop. Growers who had fairly heavy yields of berries in small garden plots found the surplus so easy to sell at good prices that they increased their plantings. Now many fall berries are shipped profitably even to wholesale markets.

⑥ Some everbearing varieties make a very good regular spring crop. This gives growers crop insurance. If the expected summer and fall crop does not come up to expectations (and fall crops are not as sure as spring crops), there is a good spring crop coming along anyway. Mastodon and Green Mountain are the best spring croppers among the Everbearers.

All the Everbearers have cycles of fruiting. None of them bear every day from midsummer to freezing weather. In Maryland, Gem and Gemzata stand the heat better and are by far the most productive in August and early September. Mastodon is at its best a little later and Green Mountain is the latest to reach its best production. Commercial growers therefore may want several varieties to assure continuous fruiting. In our first year with it, Minnesota 1166 produced lots of summer berries like Gem and Gemzata.

HOW?

Everbearing varieties during the first few weeks must build up the strength and vitality to produce fruit this year as well as to continue growth.

① Set good strong plants on well prepared land and set them early on soil that is retentive of moisture or where water can be applied or conserved by mulch.

② Cut off the spring blossoms as soon as they appear and remove the summer blossom clusters at each hoeing until about the middle of July.

③ Everbearers give a greater response in fall fruit production to liberal applications of stable manure broadcast before planting than to any one thing we can mention.

④ Everbearers are often grown by the hill system, as it is thought the plants produce more fruit if runners are removed. Where this system is used plants may be set closer together. Plants 18 inches apart in rows 2 feet apart are not too close for hill culture.

⑤ Yields. Everbearing plants set early on good, moist soil should yield one pint or more per plant during late summer and fall. Much better yields are often obtained. Yields as high as 2 quarts per plant have been recorded.

Green Mountain—good both Fall and Spring

COMMONSENSE METHODS FOR GROWING GOOD STRAWBERRY CROPS

WHERE WILL STRAWBERRIES GROW?

They will grow successfully in every state in the country When they follow common sense methods, beginners are generally successful.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1945 will bear their best crop in May or June 1946. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

WHAT KIND OF SOIL AND LOCATION ARE BEST? Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Following a hoed crop makes less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy (b) it has a low water table (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND? In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 or 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary—but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet.

SHOULD CHEMICAL FERTILIZERS BE USED? On very fertile garden soils **none is needed.** On most good soils fertilizers **will not prove beneficial** if plenty of stable manure of any kind has been applied. On some soils chemical fertilizers **will be very helpful.** 600 pounds per acre of any fertilizer containing 3 to 6% of **organic** nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. **Inorganic** nitrogen like nitrate of soda or sulphate of ammonia should not be used in these applications as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosphorus is O. K.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer treatment is necessary. If growth is not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries, it does **not** need lime. However, if you want to get scientific and have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory.

WHEN SHOULD PLANTS BE SET?

EARLY! EARLY! EARLY!

The most important single thing in growing strawberries successfully is to set the plants **EARLY.** With no other crop that you grow is early spring so **ALL IMPORTANT.**

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States April or the first half of May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

WHAT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in excellent condition for many days in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O. K.

The very best way to hold plants for a while is in cold storage at 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil, leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Even moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 32 degrees F. until planting conditions are just right.

HOW FAR APART SHOULD PLANTS BE SET? In general, we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See table). Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 ft. you would need about 20 plants.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good which leaves the roots reasonably straight down in the soil, spread some if possible, with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dibble, paddle, a big spoon or in larger fields a horse drawn transplanter. With plants that have very long roots clipping them off to about 4 or 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture.)

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best—1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

There are three other important jobs to be done along with the hoeing work.

(1) Uncover the buds. At the first or second hoeing any of the plants' buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.

(2) Cut off the blossoms at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth. Blossoms may be left on plants of Everbearing varieties after July 20th.

(3) Most of the training of new runners is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. Any excess is no better than weeds. Train the first strong, new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled off or cut off.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. "	20 "	7,128 "

TOO SHALLOW JUST RIGHT TOO DEEP

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the Northern States and would be helpful in many fields as far South as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F) have occurred but before hard freezing (20 degrees F or lower). It should be removed (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation, it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added.

DO STRAWBERRIES NEED SPRAYING? When good varieties are selected and clean healthy plants are used, strawberries do not need spraying as a rule. If insect or disease troubles should appear, our FREE circular on STRAWBERRY INSECTS AND DISEASES may be helpful in identifying the cause and applying the remedy.

Collections for your Convenience

FULL-SEASON STRAWBERRY GARDENS

PREMIER—for early berries
FAIRFAX—second early
CATSKILL—medium to late

These are the best! They all grow vigorously and produce big, luscious berries in abundance.

Collection A— 75 plants— 25 each of the 3 kinds (3 lbs.).....**$ 3.25**

●

Collection B— 150 plants— 50 each of the 3 kinds (6 lbs.)..... **5.40**

●

Collection C— 300 plants—100 each of the 3 kinds (12 lbs.)..... **8.70**

●

Collection D—1500 plants—500 each of the 3 kinds (52 lbs.)..... **27.00**

These collections are not offered as money-savers, although there is a small saving with each of them. They are selected and offered so that those who do not wish to make a study of varieties can be sure to get the BEST without bother.

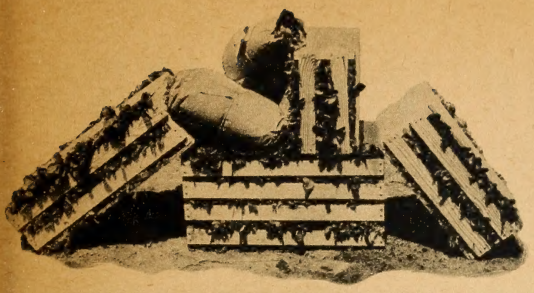
These collections are designed especially for States in the latitude from Virginia and Missouri Northward, and in higher altitudes farther South.

We regret that we cannot offer Redstar to follow Catskill as a part of our collections this year on account of crop shortage. Redstar is the outstanding very late variety, but Catskill continues bearing through a very long season. We are sure all who try this combination of Premier, Fairfax and Catskill will be delighted with it.

Order by collection number: Collection A, Collection B, etc.

The prices are f.o.b. Salisbury, Maryland, payment with order. Add postage figured from approximate weight given. Parcel post table on page 21. The larger collections will go cheaper by express collect.

WE HAVE NO AGENTS—If you want to be sure of getting Allen's plants, order direct from this catalog. Many agents buy their plants where they can get them the cheapest, regardless of quality, and sell them for as much, or in many cases more, than the cost of the best. To be sure of getting **ALLEN'S QUALITY PLANTS** at the best price, MAIL your order to us.



Good plants packed to arrive in good condition

"Strawberries apparently are a war casualty and by next year bid fair to become strictly a luxury crop." From a Lancaster, Pa., paper in May, 1944.

The one sure way for you and your family to enjoy strawberries next year is to have a garden plot of your own—set this spring.

The one sure way to profit from the high prices and big demand of this "luxury" crop is to set a larger plot—this spring—and EARLY.

Let us again thank you all for orders sent us in former years and for those we hope you will be sending this year. We regret the limitation in quantity available for each customer made necessary by the extreme shortage of plants again this year.

As long as the supply permits we will welcome your orders for 5,000 or more of Maytime, Lupton and Blakemore; 2,000 plants of Premier; 1,000 plants each of Fairfax, Catskill and Senator Dunlap. 500 or less of other varieties as offered in the price list, page 23. Please note especially that it has been necessary to limit Everbearing kinds to 100 plants of each variety.

In view of these shortages we ask again that you tell us whether we may substitute a suitable variety of equal value in case we cannot supply your plants exactly as ordered. This is especially important later in the season when we surely will be sold out of many varieties. An indication on the order blank will save delay in filling your order or in returning your money in case you desire no substitution.

We thank you for your cooperation and assure you of our desire to serve you to the best of our ability.

W. F. ALLEN COMPANY

INSTRUCTIONS TO PURCHASERS

Terms. Cash with order. Remit by Money Order, Bank Draft, or Cash in Registered Letter. No C.O.D. shipments, without part payment.

Packing. No extra charge made for packing at prices quoted on page 23.

Time of Shipment. We ship plants from November 1st to May 1st. See paragraph on page 18 "When should plants be set?"

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants.

Late Shipments. All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchasers' risk.

Our Guarantee. We guarantee all plants ordered shipped before May 1st to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

WHEN TO ORDER—AND HOW TO SHIP

ORDER as soon as you have decided what varieties and how many you want. Write plainly, so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. Be sure to fill in your County on the order sheet.

EXPRESS is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great.

PARCEL POST. Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Make up your order, calculate the approximate weight and if you do not know your zone from Salisbury, Maryland, use distance given herewith, or ask your postmaster.

With zone rate published here you can easily calculate the amount of postage to send.

BE SURE TO SEND ENOUGH POSTAGE AS ANY EXCESS WILL BE RETURNED.

If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post C. O. D. for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.

Zone	Miles	1st pound	Each additional pound or fraction
1st	0 to 50	9 cts.	1 ct.
2nd	50 to 150	9 cts.	1 ct.
3rd	150 to 300	10 cts.	2 cts.
4th	300 to 600	11 cts.	3 1/2 cts.
5th	600 to 1000	12 cts.	5 1/3 cts.
6th	1000 to 1400	13 cts.	7 cts.
7th	1400 to 1800	15 cts.	9 cts.
8th	1800 up	16 cts.	11 cts.

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PICKING THE WINNERS

Early
Premier

The safe early strawberry. Frost proof. Has produced a crop every year for 28 straight years since its introduction. Very productive, profitable and popular in all Northern and Middle States.

Fairfax

Best of all in quality. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted North to Middle South.

Dorsett

A most profitable early berry for us. At its best equals Premier in productiveness. Superior in size, firmness, beauty. Much better in quality. Avoid very cold frosty sites, far North. **Blakemore** light and quite tart is fine, early shipping berry adapted chiefly from Maryland South. **Midland,** a new medium early berry of good size, beauty and productiveness.

Midseason
Catskill

The safe midseason berry. 12 years without a crop failure. Heaviest producer of any leading variety—more big berries than any other. Good quality, firm, attractive. Adapted from Canada South to Missouri and North Carolina. Best midseason berry.

Big Joe

Preferred by many to Catskill—especially in Middle States. It must be good to be among the leaders for so many years. Often sells with Chesapeake.

Late
Chesapeake

The aristocrat of Strawberries. For years highest selling late berries. Large, firm, very beautiful, fine quality. Considered shy plant maker but our present strain has always made plenty of plants. Most profitable late berry in many sections. **Lupton**—a very productive and profitable large, late shipping berry. Poor quality.

Very Late
Redstar

We regret that we have no Redstar this year. It is the best very late berry we have even seen to extend the season after Catskill, Lupton and Chesapeake. Don't forget this berry as we hope to have plenty of Redstar plants for you next year!

Everbearing
Mastodon

Most popular and widely grown Everbearer. A strong grower. Berries large, good quality, good shippers, excellent for home use and most generally used when planting for profit. A fine spring cropper in addition to summer and fall berries.

Gem

Better than Mastodon with us. More productive, more profitable, berries prettier, better shipper, equal in quality. Not as good as Mastodon for spring crop. **Gemzata, Green Mtn., Minnesota 1166** newer varieties well worth trying. Better in some ways than Mastodon and Gem

PRICE LIST FOR FALL 1944---SPRING 1945

Page	Description	25 plants	50 plants	100 plants	200 plants	300 plants	400 plants	500 plants	1000 plants
	Early Varieties								
8	**BLAKEMORE**	$ .90	$1.50	$2.40	$4.20	$5.40	$6.50	$ 7.50	$12.00
10	DORSETT	1.20	2.00	3.20	5.60	7.20	8.65	10.00	——
9	**FAIRFAX**	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00
11	Fairmore	1.20	2.00	3.20	5.60	7.20	8.65	10.00	——
7	Howard 17	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00
11	Klonmore	.90	1.50	2.40	4.20	5.40	6.50	7.50	——
11	MAYTIME	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00
10	MIDLAND	1.35	2.25	3.60	6.30	8.10	9.70	11.25	——
7	**PREMIER**	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00
11	Senator Dunlap	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00
	Midseason varieties								
13	BIG JOE	1.20	2.00	3.20	5.60	7.20	8.65	10.00	——
12	CATSKILL	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00
13	Sparkle	1.35	2.25	3.60	——	——	——	——	——
13	Temple	1.85	3.10	5.00	——	——	——	——	——
	Late Varieties								
15	Ambrosia	1.20	2.00	3.20	——	——	——	——	——
15	Aroma	1.20	2.00	3.20	5.60	7.20	8.65	10.00	——
14	CHESAPEAKE	1.35	2.25	3.60	6.30	8.10	9.70	11.25	——
15	Gandy	1.20	2.00	3.20	5.60	7.20	8.65	10.00	——
15	LUPTON	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00
14	Massey	1.20	2.00	3.20	——	——	——	——	——
14	Robinson	1.35	2.25	3.60	6.30	8.10	9.70	11.25	——
	Everbearers								
16	GEM	2.25	3.75	6.00	——	——	——	——	——
16	GEMZATA	2.60	4.35	7.00	——	——	——	——	——
16	GREEN MOUNTAIN	2.60	4.35	7.00	——	——	——	——	——
16	MASTODON	2.25	3.75	6.00	——	——	——	——	——
16	MINNESOTA No. 1166....	2.60	4.35	7.00	——	——	——	——	——

W. F. ALLEN COMPANY

SALISBURY, MARYLAND

Ordering Early is the best way to be sure of getting the plants you want.

The short supply of plants this year makes it **important** that you tell us on the order sheet, whether to **substitute nearest variety or to return your money** for varieties sold out when your order is received.

If substitutions are made, available varieties best adapted to customers location will be used. Also, if substitution of a lower priced variety is made, extra plants will be put in to equal full value of original order.

ALL PLANTS F.O.B. SALISBURY, MARYLAND, AT PRICES QUOTED

FAIRFAX

Its quality is grand! No other strawberries are so good. Profitable too!

W.F. ALLEN COMPANY, Salisbury, Maryland

CATSKILL

Best midseason berry. Largest and most productive.